

## AMENDMENT

### LISTING OF CLAIMS

This listing of claims will replace all prior versions and listings of claims in the Application.

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1. (Currently Amended): A computer implemented method [performed by a server] for [accessing] providing access to incentives [in a] via a computer network, the computer network comprising at least one incentive host server and at least two network servers for providing a user with access to incentives from the incentive host server, comprising:

e1 receiving, at a network server, an access request from a client device associated with [a] the user [and coupled to the network];

transmitting [identifying information of at least one of a subscriber identification] a first identifier and a network server [identification] identifier (NID) corresponding to the access request to [a] the incentive host server;

[receiving incentive information from] determining at the incentive host server [reflecting] available incentives using [corresponding to the identifying information of] at least [one of] the [subscriber identification] first identifier and the [server identification] NID, wherein the [identifying information] NID is used to [filter the] identify available incentives in an incentive server database associated with the NID [based on an exclusion or inclusion list]; and

transmitting [a network document, including the incentive] information regarding the determined available incentives [,] to the client device [associated with the user in response to the access request].

2. (Previously Amended): The method of claim 1, wherein receiving the access request from the client device [associated with a user], includes:

receiving a request for a document stored at least in part on the network server.

3. (Currently Amended): The method of claim 1, [wherein transmitting identifying information of at least one of the subscriber identification and the server identification corresponding to the access request to the host, includes] further comprising:

determining whether an indication exists that the user subscribes to receive information associated with available incentives.

4. (Currently Amended): The method of claim 3, wherein determining whether an indication exists that the user subscribes to receive information associated with available incentives, includes:

transmitting a subscriber request to the client device [associated the user]; and  
receiving a response from the client device [associated with the user], including the [subscriber identification] first identifier.

5. (Currently Amended): The method of claim 1, wherein transmitting [identifying information of at least one of] the [subscriber identification] first identifier and the [server identification corresponding to the access request] NID to the incentive host server, includes:

transmitting [the subscriber] an [identification] identifier corresponding to the client device [associated with the user] to the incentive host server; and

transmitting [the] a network server [identification] identifier corresponding to the network server.

6. (Currently Amended): The method of claim 5, wherein [receiving] determining available incentives [information from the host reflecting available incentives corresponding to the identifying information], includes:

receiving incentive information reflecting a selection of incentives based on at least one of the [subscriber identification] the identifier corresponding to the client device and the network server identifier corresponding to the network server [server identification].

7. (Currently Amended): The method of claim 1, [wherein receiving incentive information from the host reflecting available incentives corresponding to the identifying information, includes:]

wherein [transmitting] the [subscriber identification corresponding] first identifier

corresponds to the device associated with the user [to the host].

8. (Currently Amended): A computer-implemented method for [accessing] providing access to incentives [in a] via a computer network, the computer network comprising at least one incentive host server and at least two network servers for providing a user with access to incentives from the incentive host server, comprising:

transmitting an access request to access [a] one of the network servers in the network;

[receiving a subscriber request from the server for a subscriber identification associated with the access request];

transmitting [the subscriber identification to the server] a first identifier and a network server identifier (NID) corresponding to the access request to the incentive host server; and

[receiving] determining, [in response to the access request, incentive information reflecting] available incentives [corresponding to] using at least the [subscriber identification] first identifier and the NID, wherein [the server provides the subscriber identification to] an incentive host server [that filters the] identifies available incentives in an incentive server database associated with the NID [based on an exclusion or inclusion list associated at least with the subscriber identification].

9. (Currently Amended): The method of claim 8, wherein transmitting the

access request to access the network server [in the network], includes:

providing a browser enabling a user to formulate and transmit the access request.

10. (Currently Amended): The method of claim 8, wherein [receiving, in response to the access request, incentive information reflecting] determining available incentives [corresponding to the subscriber identification] using at least the first identifier and the NID, includes:

receiving [selected] incentive information reflecting a server identification associated with the server, wherein the network server provides the [server identification] NID to the incentive host server for [selection] identification of the incentive information.

11. (Currently Amended): A system for [accessing] providing access to incentives [in a] via a computer network, the computer network comprising at least one incentive host server and at least two network servers for providing a user with access to incentives from the incentive host server, comprising:

access request receiving means for receiving an access request from a client device associated with at least one user;

identifying information transmitting means for transmitting [identifying information of at least one of] a [subscriber identification] first identifier and a network server

[identification] identifier (NID) corresponding to the access request to an incentive host server;

incentive information [receiving] determining means for [receiving incentive information from the host reflecting] determining available incentives [corresponding to] using the [identifying information] NID and the first identifier, wherein the [identifying information] NID is [provided] used to [filter the] identify available incentives in an incentive server database associated with the NID [based on an exclusion or inclusion list]; and

C [network document] incentive transmitting means for transmitting [a network document, including the incentive] information [,] regarding the determined available incentives to the client device [associated with the user in response to the access request].

12. (Previously Amended): The system of claim 11, wherein the access request receiving means includes:

partial document receiving means for receiving a request for a document stored at least in part on the network server.

13. (Previously Amended): The system of claim 11, wherein the identifying information transmitting means includes:

subscriber determining means for determining whether an indication exists that

the user subscribes to receive information associated with available incentives.

14. (Currently Amended): The system of claim 13, wherein the subscriber determining means includes:

request transmitting means for transmitting a subscriber request to the client device [associated the user]; and

response receiving means for receiving a response from the client device [associated with the user], including the [subscriber identification] first identifier.

15. (Currently Amended): The system of claim 11, wherein the identifying information transmitting means includes:

identification transmitting means for transmitting [the subscriber] an [identification] identifier corresponding to the client device [associated with the user] to the incentive host server and transmitting [the] a network server [identification] identifier corresponding to the network server.

16. (Currently Amended): The system of claim 15, wherein the incentive information [receiving] determining means includes:

incentive obtaining means for obtaining incentive information reflecting a selection of incentives based on at least one of [the subscriber identification and] the [server identification] network server identifier and the identifier corresponding to the client device.

17. (Currently Amended): The system of claim 11, wherein the incentive information [receiving] determining means includes:

subscriber transmitting means for transmitting the [subscriber identification] identifier corresponding to the client device [associated with the user] to the incentive host server.

18. (Currently Amended): A system for [accessing] providing access to incentives [in a] via a computer network, the computer network comprising at least one incentive host server and at least two network servers for providing a user with access to incentives from the incentive host server, comprising:

access request transmitting means for transmitting an access request to access a network server in the network;

[subscriber] user request receiving means for receiving a [subscriber] user request for a [subscriber identification] first identifier associated with the access request;

[subscriber] transmitting means for transmitting the [subscriber identification] first identifier and a network server identifier (NID) to the incentive host server; and

incentive information [receiving] determining means for [receiving] determining, in response to the access request, [incentive information reflecting] available incentives [corresponding to] using the [subscriber identification] first identifier and the NID,



wherein the [server provides the subscriber identification to a] incentive host server [that filters the] identifies available incentives associated with the NID [based on an exclusion or inclusion list associated at least with the subscriber identification].

19. (Previously Amended): The system of claim 18, wherein the access request transmitting means includes:

[browser providing means for providing] a browser for enabling a user to formulate and transmit the access request.

20. (Currently Amended): The system of claim 18, [wherein the incentive information receiving means includes:

incentive obtaining means for obtaining selected incentive information based at least on a server identification associated with the server], wherein the network server provides the NID [server identification] to the incentive host server for [selection] identification of the incentive information.

21. (Currently Amended): A system for distributing information in a network, comprising:

a host server having at least one of an incentive distribution module and an account creation module accessible to a plurality of [subscribers] users;

a plurality of network servers coupled to and selectively accessible to the host server for providing identifying information [of at least one of] including a [subscriber

identification] first identifier and an [server identification] NID to the host server, wherein the identifying information is [provided to] used by the incentive distribution module, at least in part, to [filter] identify available incentives associated with the NID [based on an exclusion or inclusion list]; and

at least one client machine coupled to and selectively accessible to at least one of the network servers for accessing network documents, wherein when at least one [subscriber] user causes the at least one client machine to access one of the network servers, the accessed network server communicates with the host server to obtain data corresponding to the at least one [subscriber] user, and wherein the at least one client machine is adapted to present the data from the host to the at least one [subscriber] user.

22. (New): The method of claim 1, wherein the available incentives include coupons.

23. (New): The method of claim 1, wherein the available incentives include discounts.

24. (New): The method of claim 1, wherein the available incentives include awards.

25. (New): The computer implemented method of claim 8, wherein the available incentives include coupons.

26. (New): The computer implemented method of claim 8, wherein the available

incentives include discounts.

27. (New): The computer implemented method of claim 8, wherein the available incentives include awards.

28. (New): The system of claim 11, wherein the available incentives include coupons.

29. (New): The system of claim 11, wherein the available incentives include discounts.

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30. (New): The system of claim 11, wherein the available incentives include awards.

31. (New): The system of claim 21, wherein the available incentives include coupons.

32. (New): The system of claim 21, wherein the available incentives include discounts.

33. (New): The system of claim 21, wherein the available incentives include awards

34. (New): A computer-implemented method for providing coupons over a network, comprising:

receiving a request for a document associated with a network server from a client device,

receiving, by a host server, information regarding the document request,  
wherein the received information includes a network server identifier (NID)  
associated with the network server;

receiving, by the host server, a first identifier stored by the client device;

determining, at the host server, information regarding a set of one or more  
coupons from a plurality of coupons based at least in part on the NID and the  
first identifier; and

transmitting, to the client device, at least some of the information  
regarding the set of one or more coupons.

35. (New): The method of claim 34, further comprising:

transmitting a request to the client device for information to create an  
account;

receiving, in response to the transmitted request, information regarding  
the account;

determining a first identifier; and

transmitting the determined first identifier to the client device.

36. (New): The method of claim 35, wherein the step of transmitting a request to the  
client device for information to create the account further comprises transmitting  
a registration form; and

wherein the step of receiving information regarding the account further comprises receiving information in response to the transmitted registration form.

37. (New): The method of claim 36, wherein the account includes demographic information regarding a user.

38. (New): The method of claim 34, wherein the requested document associated with the network server is stored, at least in part, on the network server.

39. (New): A computer-implemented method performed by an incentive host server for providing coupons over a network, comprising:

receiving information regarding a request from a client device for a document received at one of a plurality of network servers, wherein the information received by the incentive host server includes a network server identifier corresponding to the one of the plurality of network servers;

receiving a first identifier stored by the client device;

determining information regarding a set of one or more coupons from a plurality of coupons based at least in part on the network server identifier and the first identifier;

transmitting at least some of the information regarding the set of one or more coupons to the client device.

40. (New): The method of claim 39, further comprising:
- transmitting a request to the client device for information to create an account;
  - receiving, in response to the transmitted request, information regarding the account;
  - determining a first identifier; and
  - transmitting the first identifier to the client device.
- c 41. (New): The method of claim 40, wherein the step of transmitting a request to the client device for information regarding the account further comprises transmitting a registration form; and
- wherein the step of receiving information regarding the account further comprises receiving information in response to the transmitted registration form.
42. (New): The method of claim 41, wherein the account includes demographic information regarding a user.
43. (New): The method of claim 39, wherein the requested document associated with the network server is stored, at least in part, on the network server.
44. (New): A system for providing coupons via a network, comprising:
- a client device associated for accessing the network;

a plurality of network servers for providing web pages; and  
a host server storing information regarding a plurality of coupons; and  
wherein the host server is capable of receiving a network server identifier associated with at least one of the network servers, receiving a first identifier stored on the client device, determining information regarding a set of one or more coupons from the plurality of coupons based at least in part on the network server identifier and the first identifier, and transmitting at least some of the determined information regarding the set of one or more coupons to the client device.

45. (New): The system of claim 44, wherein the client device includes software capable of determining if the first identifier is stored on the client device; and  
wherein the host server is further capable of transmitting a request to the client device for information to create an account, receiving from the client device, in response to the transmitted request, information regarding the account, determining the first identifier, and transmitting to the client device the first identifier.
46. (New): The system of claim 45, wherein the host server is further capable of transmitting a registration form and receiving information from the client device in response to the transmitted registration form.

47. (New): The system of claim 45, wherein the account includes demographic information regarding a user.
48. (New): A system for providing coupons over a network, comprising  
one or more databases for storing information regarding a plurality of coupons, a plurality of first identifiers, and a plurality of network server identifiers;  
and  
one or more processors capable of performing a method comprising the steps of:  
receiving a request for information regarding one or more coupons, wherein the received request includes a network server identification associated with at least one network server;  
receiving a first identifier stored by the client device  
determining information regarding one or more coupons based at least in part on the received network server identification and first identifier; and  
transmitting at least some of the determined information.
49. (New): The system of claim 48, wherein the processors are further capable of performing a method comprising the steps of:  
receiving a subscription request from a client device; and  
transmitting a first identifier to the client device such that the client device stores the first identifier.



50. (New): The system of claim 49, wherein the processors are further capable of performing a method comprising the steps of transmitting a registration form to the client device; and
- receiving information from the client device in response to transmitting the registration form.
51. (New): The system of claim 50, wherein the information received in response to transmitting the registration form includes information regarding a user.
52. (New): A system, comprising:
- means for receiving a request for a document from a client device, wherein the requested document is associated with a network server;
- means for receiving information regarding the document request, wherein the received information includes a network server identifier associated with the network server;
- means for receiving a first identifier stored by the client device;
- means for determining information regarding a set of one or more coupons from a plurality of coupons based at least in part on the network server identifier and the first identifier; and
- means for transmitting to the client device at least some of the information regarding the set of one or more coupons.

53. (New): A system, comprising:

means for receiving information regarding a request from a client device  
for a document received at one of a plurality of network servers, wherein the  
information includes a network server identifier associated with the network  
server;

means for receiving a first identifier stored by the client device;

means for determining information regarding a set of one or more  
coupons from a plurality of coupons based at least in part on the network server  
identifier and the first identifier; and

means for transmitting the information regarding the set of one or more  
coupons to the client device.

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